

02-26-1999

DEPARTMENT OF COMMERCE
Patent and Trademark Office

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ants or copy thereof.

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To the Honorable Commissioner of Patents and Trademarks

1. Name of conveying party(ies):
Home Shopping Network, Inc.

- Individual(s)
- General Partnership
- Corporation-State FL
- Other _____

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____
- Association
- Limited Partnership
- Merger
- Change of Name

Execution Date: January 11, 1999

2. Name and address of receiving party(ies)
Name: National Media Corporation

Internal Address: _____
Street Address: 15821 Ventura Blvd.
Encino State: CA ZIP: 91436

- Individual(s) citizenship _____
- Association _____
- General Partnership _____
- Limited Partnership _____
- Corporation-State Delaware
- Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)
1,494,575

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Eric S. Marzluf, Esq.

Internal Address: Caesar, Rivise, Bernstein,
Cohen & Pokotilow, Ltd.

Street Address: 7 Penn Center - 12th Floor
1635 Market Street

City: Philadelphia State: PA ZIP: 19103

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

03-0075

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Eric S. Marzluf
Name of Person Signing

Eric S. Marzluf
Signature

February 16, 1999
Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignments

TRADEMARK
REEL: 1861 FRAME: 0530

12/28/98 MON 15:26 FAX

NMC/HSN
December 23, 1998SCHEDULE 2ASSIGNMENT

WHEREAS, HOME SHOPPING NETWORK, INC. (hereinafter HSN), having an address at 1 HSN Drive, St. Petersburg, Florida 33729, has adopted, it using and is the owner of the mark EVERYTHING FOR LESS and the U.S. Certificate of Registration No. 1,494,575 therefor, and the goodwill of the business associated with any symbolized by said mark; and

WHEREAS, NATIONAL MEDIAL CORPORATION (hereinafter NATIONAL MEDIA), a corporation organized and existing under the laws of the State of Delaware, and having its principal place of business at 15821 Ventura Boulevard, Encino, California 91436, is desirous of acquiring all of the right, title and interest of said HSN in and to said mark EVERYTHING FOR LESS in the United States and worldwide, said U.S. Certificate of Registration therefor and the goodwill of the business associated with and symbolized by said mark.

NOW, THEREFORE, IN CONSIDERATION of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt of which is hereby acknowledged by HSN, and pursuant to the Agreement dated as of January 1, 1999 between HSN and NATIONAL MEDIA, said HSN does hereby sell, assign and transfer to said NATIONAL MEDIA all of its right, title and interest in and to the mark EVERYTHING FOR LESS in the United States and worldwide, said U.S. Certificate of Registration No. 1,494,575 therefor, and the goodwill of the business associated with and symbolized by said mark.

Included in this assignment are any and all rights which the said HSN has or may have against persons who have infringed upon said mark or the Certificates of Registration therefor prior to the date of this assignment. These rights include the right to use and recover for all damages and profits arising out of infringement of said mark, and the Certificate of Registration therefor, prior to the date of this assignment.

IN WITNESS WHEREOF, HSN has caused this assignment to be signed by Paul Goyardo, its EVP Marketing, thereunto duly authorized, this 11th day of January, 1999.

HOME SHOPPING NETWORK, INC.

By Paul Goyardo
Name: Paul Goyardo
Title: EVP Marketing

NMC/HSN
December 23, 1998



ACKNOWLEDGMENT

STATE OF FLORIDA :
 :
COUNTY OF PINELLAS : SS:

On this 11th day of January, 1999, before me personally appeared Paul Guyardo, to me known, who, after being sworn, did depose and say that he/she is the EVF Marketing of Home Shopping Network, Inc., the corporation described herein, and which executed the above instrument, that he/she has been duly authorized by said Home Shopping Network, Inc. to execute this instrument on its behalf, and that the execution of this instrument was the free act and deed of Home Shopping Network, Inc. and his/her own free act and deed.

[Signature] (SEAL)
Notary Public



My commission expires: Aug. 4, 2002